

PLAN BASICS



Opening presentation at the March public meeting



Public meeting participants

This chapter provides an overview of the planning area, the plan purpose, and its content. Emphasis is placed on explaining community input, describing the characteristics of the area, and how the plan is utilized.

The Greater Dellview Area Community Plan represents approximately 9 months of partnership work between the City of San Antonio and the Greater Dellview Area Planning Team, which consists of representatives from the Dellview Neighborhood Association, the Northwest Los Angeles Heights Neighborhood Association, North Central Neighborhood Association, Pasadena Heights Neighborhood Association, and various stakeholders in the planning area, including residents, churches, schools, businesses, and property owners.

BACKGROUND AND PURPOSE

The purpose of the plan is to give direction, and serve as a guide, for the future improvement and betterment of the communities within its boundaries. The plan is a “strategic” plan, meaning it *strategically* addresses what the community identifies as its problems, while building upon potential strengths and opportunities. The document contains general goals, coupled with more specific objectives and actions steps, for addressing this.

The plan is a product of the City of San Antonio Planning Department’s Community Building and Neighborhood Planning Program. Begun in 1998, the Community Building and Neighborhood Planning Program encompasses many services and programs that work to build the capacity and effectiveness of San Antonio’s neighborhood groups, while also addressing the long range planning needs of specific communities, and San Antonio as a whole. One of the primary services offered by this program, on a competitive basis, and approximately annually, is assistance with the development of community and neighborhood plans.



Planning Area Boundaries

PLANNING AREA BOUNDARIES

The Greater Dellview Area Community Plan has 5 principle boundaries, encompassing approximately 5 square miles.

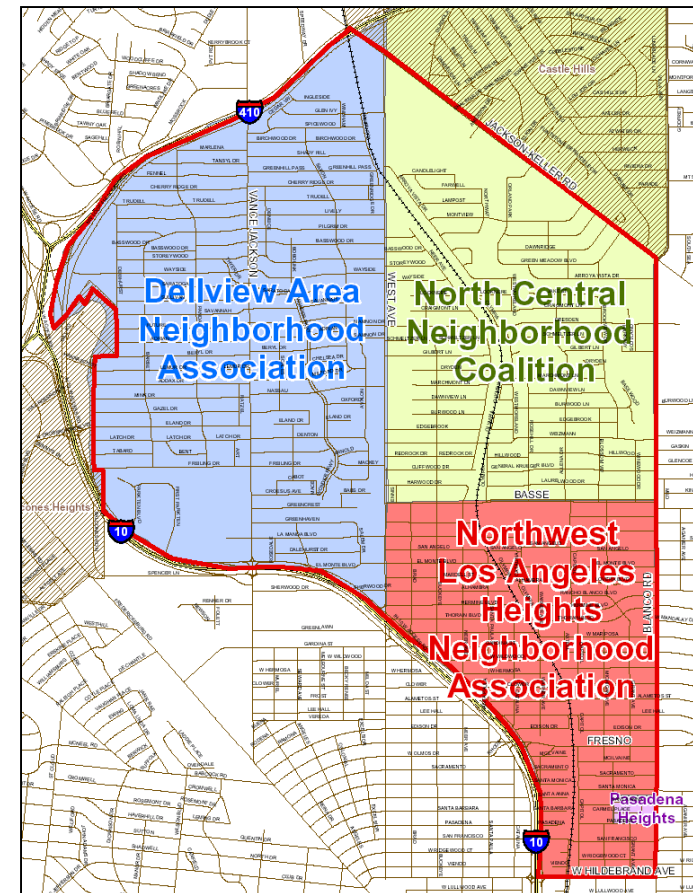
Jackson-Keller Road and Loop 410 form the northern boundaries of the planning area. Jackson Keller Road at this juncture also forms a boundary between the City of San Antonio and the City of Castle Hills.

The western boundary of the plan is Interstate Highway 10, which also constitutes the eastern boundary of the Near Northwest Community Plan, which was adopted by City Council in 2002.

The southern boundary of the planning area is Hildebrand Road, which once served as the northern boundary of the City of San Antonio between 1838 and 1944. South of Hildebrand road is the Midtown Neighborhoods Plan, which was adopted by City Council in 2000.

The eastern boundary of the planning area is Blanco Rd. Blanco is a major neighborhood commercial corridor. Just to the east of Blanco Rd. is the North Central Neighborhoods Community Plan, which was adopted by City Council in 2002.

The planning area resides entirely within District 1 and encompasses 4 primary neighborhood associations: Dellview Area, North Central, Northwest Los Angeles Heights, and Pasadena Heights.



Planning Area Neighborhood Associations

PLANNING AREA CHARACTERISTICS

Demographics

Per the 2000 census, the planning area contains approximately 33,200 residents.

Most of the areas residents are of Hispanic ethnicity. This represents a marked difference from the 1980 census, during which the Hispanic population of the community was less than half of what it is now. In 2000 the area was approximately 74% Hispanic, 24% Anglo, 1% African American. Another one percent is composed of other races and ethnicities.

Relative to the citywide median family income, the planning area's median family income has been declining steadily since 1980. In 2000 it stood at \$31,290, almost \$5,000 less than the citywide median income of \$36,240. By 2010, it is predicted to be almost \$10,000 below the citywide median family income.

Land Uses

The planning area is comprised largely of single family residential land uses. Commercial uses are found primarily along the north – south arterials that cut through the planning area: Vance Jackson Rd., West Ave., and Blanco Rd.

Housing

There are two distinct housing tracts found in the area. South of Basse Rd. and east of West Avenue, the houses date from the 1930's and 1940's. The remainder of the planning area, north of Basse Rd. and west of West Avenue, is comprised largely of post-war tract homes built in the 1950's and 1960's.

Since 1980, the area has experienced a decline in the median home value relative to the citywide average. In 1980 the median home value was



Two distinct housing types in the Planning Area

equal to the citywide value, while in 2000 it was \$55,510 compared to the citywide median home value of \$68,800. By 2010 the median home value is predicted to be approximately \$30,000 less than the citywide median home value.

Similarly, the median monthly rent value in the community has been declining, and is predicted to be almost \$300 dollars less than the citywide median rent by 2010.

The planning area is also expected to experience significant increase in number of vacant housing units, which between 2000 and 2010 is expected to grow at a much higher growth rate than citywide growth rate of vacant housing.

PLANNING PROCESS AND PUBLIC OUTREACH

The planning process, administered by the Planning Team and City of San Antonio Planning Department staff, was in keeping with the policies of the Community Building and Neighborhood Planning Program, and driven largely by public input from the broader community through a series of large public meetings.

Throughout the planning process, the City staff and the Planning Team worked diligently to advertise public meetings, provide public outreach, and solicit membership on the Planning Team. Mass mail outs of flyers were conducted before every public meeting, and Planning Team members also block walked flyers to businesses on numerous occasions. City staff and the Planning Team also partnered with several local churches, schools, libraries, apartment complexes, and even the local media, to announce public meetings and advertise the process. Additionally, a web page on the City's website was dedicated to the project.

Following a brief period of data collection and organization in late 2004, the public input meetings began in January 2005, and ended in July of 2006.

The first public meeting was held in late January to kick off the plan and identify the community's issues (the perceived "strengths, weaknesses, opportunities, and threats" of the community). The meeting was very well attended, with almost 200 participants present. The information gathered from that meeting served as the guide for the remainder of the process by helping to identify the issues needing attention.

A subsequent public meeting, held in early March 2005, identified the community's preferred land uses. The information from this meeting was compiled by City staff, and served as the guide for formulating the Future Land Use Map contained in this document.

Between mid May 2005 and early July 2005, a series of 3 plan writing workshops were held. At the workshops, participants, city staff members, and planning staff facilitators addressed the following topics more specifically: parks, public safety, housing, economic development, transportation, and infrastructure. The results of these meetings helped to inform the actual plan content, as its goals, objectives, and actions steps were based largely upon the ideas generated during these workshops

In mid July 2005, a final public meeting was held to share the Future Land Use Map and the Economic Development Chapter of the Plan with businesses and commercial property owners in the Plan area.

The Plan is considered for adoption as a component of the City's Master Plan by the Planning Commission and City Council.

PLAN CONSISTENCY

The Greater Dellview Area Community Plan is consistent with the policies of the *Community Building and Neighborhood Planning Program*, and the *City of San Antonio Master Plan*.

In addition, numerous other area plans and studies were consulted, such as the *City of San Antonio Parks System Master Plan*, the *City of San Antonio Major Thoroughfare Plan*, and the *North Central Neighborhoods Community Plan*.

PLAN IMPLEMENTATION

The responsibility for the plan's implementation rests largely with the Planning Team, its subcommittees, and the partnerships it forms with area residents, businesses, other stakeholders, the City of San Antonio, and other public and private agencies. The plan also serves as a guide for the City of San Antonio officials, particularly when making decisions related to re-zoning proposals, and during the programming of infrastructure maintenance or capital improvements projects. The Plan can also be shared with area businesses or potential investors to share the community's vision for its future.